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UNITED STATES DEPARTMENT OF AGRICULTURE
Radio Service

OFFICE OF INFORMATION
JUL 11 1930
U. S. Department of Agriculture

UNCLE SAM AT YOUR SERVICE Monday, July 7, 1930

NOT FOR PUBLICATION

Speaking Time: 10 Minutes

ANNOUNCEMENT: And now we're going to hear again from the Veteran Inspector, representative at Station_____ of the Food and Drug Administration of the U. S. Department of Agriculture. Each Monday at this time he tells you about different ways in which Uncle Sam is at your service. Today's he's going to answer a few questions. Traveling around the country as the Inspector does, he's naturally asked a lot of them. And now, let's have the answers, Mr. Inspector------

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I've been in this occupation now for almost 23 years, as I've told you before. And during that time I've been called upon to answer thousands of questions---not to mention listening to thousands of explanations, and numberless complaints, and so on. But the questions have never come quite so thick and fast as they have during the last 10 months, during which time I've been telling you over the radio how Uncle Sam goes about protecting your supplies of foods and drugs.

Perhaps, instead of saying I've answered thousands of questions, I should say a few questions thousands of times. The commonest questions are still the few fundamental ones. Just how, and to what extent, does the pure food law protect us against impure foods? How does the Food and Drugs Administration determine whether a food product is adulterated or misbranded? How much does it cost to enforce the Food and Drugs Act? And so on. These are the questions that I'm asked on trains, in hotels, on the street; in fact, any place where my occupation is known.

Most of my questioners are sincerely seeking information; but once in a while a question seems aimed simply to get my goat. I was chatting with a small group of men at lunch the other day. One of them spoke up, with a smile in my direction: "What has become of the pure food law we used to read so much about? Never hear about it anymore."

Well, it's true. You don't hear nearly as much about it as you used to. But you don't hear nearly as much about the law of gravitation nowadays, either, as people did when Newton first observed the falling apples.

When the Foods and Drugs Act was passed back in 1906, conditions were pretty bad. Those were the balmy days for the medicine man, with his swamp-root cures, Indian herbs and all that sort of thing. And adulterated foods were just as common as worthless drugs. I've told you about the candy that contained a lead poison; about canned beef that was made from dead horses;

about the enterprising tomato canners who added a bucket of water to three buckets of tomatoes; and so forth and so on.

Fortunately those days are gone---we hope forever. Honest manufacturers have had plenty of chance to develop the quality and purity of their wares without the competition with dishonest products which would drive honest makers out of business. Twenty-five years ago the labels on food were to be mistrusted. Now they nearly always tell the truth.

This is the main reason why my friend has not read so much in the papers about the work of the Foods and Drugs Administration. Our work isn't quite so spectacular as it used to be. With the passing of such classic practices as loading candy with lead - and producing wooden nutmegs - and the other striking forms of adulteration - the pure food law ceased to be sure-fire front page stuff.

However, we always seem to have a small percentage of dishonest men with us. If we didn't, I'd be out of a job. And you may rest assured of this---You may rest assured that the 300 chemists, inspectors, bacteriologists, physicians, veterinarians, and other specialists are on the firing line carefully watching your food and drug supplies to protect both your health and your pocketbook.

How do they protect you against impure foods? And what is the scope of the pure food law? I get these inquiries every day, and here, in brief, is the way I usually answer them:

The provisions of the Federal Food and Drugs act, apply to all foods and drugs for man or animals which are shipped from one state to another; and those which are manufactured or sold within the Territories or the District of Columbia. The government also has jurisdiction over foods and drugs imported into this country or exported to other countries.

The provisions of the act which deal with adulteration and misbranding of foods are contained in 12 paragraphs. One of these prohibits traffic in foods containing added poisonous substances which may be harmful to health; one forbids traffic in foods which are filthy, decomposed or putrid or otherwise unfit, even though not harmful to health; and another bans traffic in confectionery containing, not only harmful substances, but also those which are a fraud upon the purchaser-----such as powdered rock. The remaining 9 provisions are all directed towards preventing deception of the purchaser and Mr. Ultimate Consumer. This makes it plain that in addition to protecting the public health, one of the very important functions of the food and drugs act is to protect the public against fraud and deceit.

Now, another common question: Just how does the government determine whether a food product on the market is adulterated or misbranded?

Well, to begin with the Food and Drug administration maintains 17 branch offices or "stations", strategically located in cities throughout the country, including one in Porto Rico. Two weeks ago I told you about my visit to the station in New Orleans--remember? Each station has a staff of

inspectors whose duty it is to become familiar with food manufacturing establishments, and manufacturing and labeling practices in their territories. Through their investigations the central office in Washington learns where to expect violations and is enabled to direct its regulatory work accordingly. Each station has a laboratory and a force of chemists; it is their duty to analyze the foods and drugs which are collected in the course of the inspectors' operations.

Now, if the results of examination disclose a violation of the Food and Drugs act in the case of a specific shipment of a food or drug----then, the analytical evidence, together with all records, is forwarded to Washington headquarters. Under the law two courses of action are open. The offending shipment may be seized or the shipper may be prosecuted; or the government may do both.

I think I should emphasize the fact, however, that the Food and Drug Administration specializes in PREVENTING violations before they occur. It is part of our job to consult with food manufacturers in an advisory capacity; to point out the provisions and restrictions of the act applicable to their product. In the vast majority of cases the manufacturer will voluntarily correct his proposed labeling or formulas so that the product complies with the law. This policy, coupled with formal legal action where necessary, has resulted in giving the public maximum protection under the food and drugs act.

A train smoking car companion asked me the other day what had become of the statement you used to see on packages of food, reading as follows: "Guaranteed under the food and drugs act of June 30, 1906."

I told him that this legend has not been permitted on labels for 15 years. The guaranty simply meant that the manufacturer or shipper of that food assumed responsibility for its compliance with the law. However, the public seemed inclined to believe that it meant that the product had been examined and approved and guaranteed by the government. As a matter of fact, the Food and Drugs act, does not provide for the testing of food products before shipment; and enforcing officials are not authorized to approve or guarantee foods. So the legend was adjudged to be in violation of that section of the law which prohibits any statements on labels which may be false and misleading in any particular.

Now, what about patent medicines? A woman writes me as follows: "I have been told that the food and drugs act is protecting the public against fraudulent patent medicines which used to flourish, but every day I see this or that great wonderful remedy being advertised with what seem to be pretty strong claims. Are these claims true, and do they comply with the law?"

Well, I do not know whether the particular claims of which the lady speaks are true. I do know that the officials charged with enforcing the food and drugs act have waged endless war against the worthless, against the fraudulent, against the dangerous so-called remedies which formerly flooded the market. I know that most of the worst frauds have been driven out of business. The point to remember, however, is this: The provisions of the Foods and Drugs act do not apply to advertising; or to other forms of

representation which are not a part of the label of the package, or which do not accompany shipments of the goods in interstate commerce.

This is why we urge you to "read the labels." If the claims on the label are much more conservative than those in the advertising, you will be safe in reading with considerable scepticism the enthusiastic claims of the advertisement.

And now for that question about the cost to the tax-payer of enforcing the Foods and Drugs Act. The law is being effectively enforced by a personnel of less than 500 people; and altogether it costs each one of you just about one cent each year. The saving to each one of you in health and pocketbook is many, many times that amount.

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ANNOUNCEMENT: That was the Veteran Inspector, answering a few questions commonly asked about the Food and Drugs Administration of the U. S. Department of Agriculture. If you have other questions to ask, write to the Inspector at Station_____ or at the Department of Agriculture in Washington. Next week at this time he is going to talk about "Sugar Syrups, and Related Products."

UNITED STATES DEPARTMENT OF AGRICULTURE

Radio Service

OFFICE OF INFORMATION
JUL 14 1930
U. S. Department of Agriculture

UNCLE SAM AT YOUR SERVICE

Monday, July 14, 1930.

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NOT FOR PUBLICATION

Speaking Time: 10 Minutes

ANNOUNCEMENT: Now we hear again from the Veteran Inspector, As a representative of the Food and Drug Administration of the U. S. Department of Agriculture at Station _____, he brings us each Monday a different account of how Uncle Sam is at our service. Today he's going to talk about sirups and molasses and other sugar products. All right, Mr. Inspector, we'll give you 10 full minutes.

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More than 2,000 years ago Pontius Pilate, chuckled cynically and asked "What is Truth?" And it is a question which has never received a satisfactory answer.

I mention it, because it is also a question which often confronts the Food and Drug Administration, in its enforcement of the pure food laws.

If you have taken pains to read carefully the labels on some of the brands of sirup you have purchased in past years, you will agree that truth may not only be stranger than fiction -- but it may be very, very CLOSE to fiction. In fact, to all intents and purposes it may actually BE fiction.

Does a label speak the truth when it makes a misleading assertion in bold, black type -- and then qualifies that assertion in small, inconspicuous letters which many of us might not take trouble to read?

Where is the line between truth and fiction? --- between honesty and deception? I can assure you, my friends, that it often seems a very hazy line -- and it is in the no-man's land along this line that many of our battles to protect your food and drug supplies have been fought.

A little more than a year ago I was sitting in a crowded courtroom in Wyoming. I was there as a witness in the case of the Government versus a certain manufacturer of so-called Maple Sirup. The trade name of this particular brand of sirup, bearing the word maple, appeared in large bold type at the top of the label. Below the name was a large colored picture, which occupied most of the label. This design showed a growth of trees, presumably maple, with sap buckets attached to spigots on the trees. There was also a beautiful young girl walking through the woods, apparently gathering the sap from trees and carrying it to evaporating pans although the pans were not shown.

You would naturally have concluded from this label that the product in the can was pure maple sirup. You would not have known that, instead, it was a mixture --- unless by some chance you had happened to notice in inconspicuous small type at the botton, these words: "Made from pure refined and maple sugar."

And you might never have known, had it not been brought out at the trial, that the sirup was composed of one-third maple sugar and TWO-THIRDS cane sugar.

Well, the government inspectors decided that this label was misleading and thus in violation of the law. They seized the product and took the case into court. They submitted samples showing that such designs as were shown on this label were ordinarily restricted to pure maple sirup alone. The manufacturer admitted that the sirup was two-thirds cane sugar. A well known housewife and a manager of a cafeteria took the stand, both testifying to the misleading character of the label. Officials of the Food and Drug Administration testified, and the manufacturer himself testified. The jury deliberated for 30 minutes, and they returned a verdict in favor of the Government's contention. They decided that the label was, in fact, misleading.

Now, I need not tell you that this was a very important decision to those of us who are engaged in protecting the interests of consumers-- which means all of us---from misrepresentation and deceit. It is important to everyone who eats sirup on his pancakes---and this also means at least most of us.

The Supreme Court of the United States has recently said that the law on this point is plain and direct. The terms of the law, declares the court, "condemn every statement, design and device which may mislead or deceive. Deception may result from the use of statements not technically false or which may be literally true. The aim of the statute is to prevent that resulting from indirection and ambiguity as well as from statements which are false. It is not difficult to choose statements, designs and devices which will not deceive. The statute applies to food and the ingredients and substances contained therein. It was enacted to enable purchasers to buy food for what it really is.

I'd like to have you remember if you will, that last sentence, which I've just quoted from an opinion of the United States Supreme Court. The pure food law, says the court, was enacted to enable purchasers to buy food for what it really is. And it is this law that we---myself and my associates in the Food and Drug Administration---are carrying out to the best of our ability.

You know, there are three main kinds of sirups on the markets. There are the pure sirups---such as the maple sirup in the north and the cane sirup in the south---; then there are the flavored sirups; and third, there are the imitation-flavor sirups. In this latter class are the imitation honeys that have never known a bee; the imitation maples that have never seen maple, and so on.

Thus, the aim of the Food and Drugs Administration is to see that the

sirups which you buy for pure sirups ARE pure; that honey sirups actually have honey in them; and that imitation sirups are properly labeled "imitation."

The law requires that butterscotch flavor be made from butter; that honey flavor be made from honey and maple flavor from maple sirup or maple sugar.

Now, butter, honey and maple sirup are all relatively expensive ingredients. So to meet a demand for cheap sirups we have the third class, or imitation flavors. For honey and butterscotch, manufacturers generally use such chemicals as the synthetic ethers and the synthetic esters. For maple they use extract from the seed commonly called "Greek Hayseed"; or extract of corn cobs.

Remember, these cheap sirups are all right as long as they are sold for what they are. But the labels should not lead you to believe that they are the genuine simon-pure article.

Now, turning to sugar sirups, it may pay you sometime to remember a distinction in terms. The terms "CANE sirup" and "Sugar Cane Sirup" are synonymous---both mean the juice of sugar cane evaporated down to a sirupy consistency. But the term "cane sugar sirup" is something else again. If you see a sirup labeled "cane sugar sirup" you may know that it is simply ordinary refined cane sugar in water, with perhaps coloring and flavoring added. It is entirely different from "CANE SIRUP" and "SUGAR CANE SIRUP."

The law also holds that descriptive terms, such as "Open Kettle," "Country Made," "Home Made" and "Farm" should not be used on the labels of sugar cane sirups unless the sirups are actually made as the terms indicate.

In the same way, a picture of a kettle over an open fire is held to be misleading unless the sirup is really MADE in a kettle over an open fire.

Housewives throughout the country have told us that liquid measure is more explanatory to them than weights in expressing the contents of a can of sirup. That is, it is simpler and less apt to be misleading when a can is labeled one pint than when it is labeled 1-1/3 pounds. So, recently we have been suggesting to manufacturers that they express the contents of sirup containers in liquid measure so that you can be sure just how much sirup you are getting. Many of them have readily accepted the suggestion, although you will still find some labelled in the same old way.

Now, I haven't tried to point any moral in my chat with you today. However, if there is one, it is the same old moral: Read the labels, and read them carefully. And I might add, the great proportion of labels nowadays, do tell the truth.

ANNOUNCEMENT: You have been listening to the Veteran Inspector, bringing you one of his regular Monday talks on how Uncle Sam is at your service. The Inspector will be back with us next Monday, at which time he's going to tell you a few things about tuna fish.

UNITED STATES DEPARTMENT OF AGRICULTURE
Radio Service
OFFICE OF INFORMATION
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JUL 21 1930
U. S. Department of Agriculture

UNCLE SAM AT YOUR SERVICE Monday, July 21, 1930.

NOT FOR PUBLICATION

SPEAKING TIME: 9 minutes.

ANNOUNCEMENT: Our friend, the Veteran Inspector, who has been telling us in 57 ways why we should read the label before buying, has another argument to advance today. It comes in the form of an amendment to the Federal Food and Drugs Act which President Hoover signed a few days ago. The Inspector is going to tell you about this amendment in his UNCLE SAM AT YOUR SERVICE talk today. This talk is broadcast by Station_____with the U. S. Department of Agriculture cooperating.

---oOo--

Three decades ago--- before the Federal Food and Drugs Act was passed--- when the housewife put on her poke bonnet and went to the corner grocery for a can of tomatoes, she was entering into a deal that had some of the earmarks of the long chance....

She asked for what she wanted and put down her money in good faith. Maybe she got what she wanted--- but the chances were good that she did not.

The lady in the poke bonnet paid for a can of tomatoes. But she may have actually received a slack-filled can of mostly water and inferior tomatoes. Some times she didn't even get tomatoes.

This sad state of affairs was not limited to tomatoes. Buying any kind of canned food in those days was an interesting occupation for folks who also liked to try and beat the old shell game at the county fair. You know--- the pea and the walnut shell--- now you see it and now you don't.....

But, friends, I have seen--- in the 24 years since the Food and Drugs Act was passed--- an amazing improvement in the quality of canned foods on the American market. And the public--- long-suffering but highly appreciative of a good turn--- has fallen to and bought more and more of these improved foods that come in cans. The Pure Food laws have specified that canned foods should be unadulterated, edible, wholesome, and honestly labeled. The canning industry as a whole has supported these laws admirably. The public has bought more and more canned foods. And things have been on the up and up.

But there was a loophole in the Food and Drugs Act in so far as canned foods are concerned. That loophole has now been plugged up with an amendment to the Act. The President of the United States signed the bill that amended the Act on July 8. And the canning industry was the power that put that bill through. I repeat--- the canners, (not satisfied with present standards of canned foods), fought for a bill that imposes more rigid restrictions on themselves. But the canning industry knows that this new amendment is going

to save the consumer money and is going to safeguard him when he buys canned goods. And the canning industry has learned by experience that what helps the consumer also helps the manufacturer. It's a fifty-fifty proposition.

I want to talk about this new bill today. It's called the Canners' Bill. As I say, the last session of Congress enacted it--- the President signed it--- and now it's up to the Secretary of Agriculture to enforce it. He will do this through the Food and Drug Administration of the U. S. Department of Agriculture. It's going to be a big job. But it will be worth it....

The new bill will make it much harder for the purchaser of canned foods NOT TO GET HER MONEY'S WORTH. That means, simply, that more buyers will GET THEIR FULL MONEY'S WORTH. How? Well, let's go back to tomatoes---

You go to the store and you ask for a can of tomatoes. If you are one of those who buy with discrimination--- who read the labels--- who accept no substitutes for what you really want--- the chances are that you'll get just about what you ask for and what you pay for. But there are many kinds of canned tomatoes. Some cans contain better tomatoes than others. Some contain whole, ripe, choice tomatoes in just their own juice. Some contain a sort of puree of pieces of tomato floating in juice. They may all be wholesome and good to eat. But some kinds may be better than others.

The same general principle is good for other canned foods: corn or peas, cherries or pineapple or pears, salmon or sardines or tuna, chicken or shrimp, pickles or sauerkraut.

Everybody knows that there are different QUALITIES of canned foods just as there are different qualities of fruits and vegetables and the other things that go into cans. And there are superior and inferior methods of canning these products. This amendment to the Federal Food and Drugs Act that I am talking about it going to set a LEGAL QUALITY STANDARD for all canned foods that are enclosed in hermetically sealed containers and sterilized by heat. There are 2 exceptions to the law. Canned meat and meat products--- not fish and poultry--- and canned milk.

On June 30, 1906, Congress enacted the Food and Drugs Act "for preventing the manufacture, sale, or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines, and liquors, and for regulating traffic therein." That section of the law is now amended to provide for a quality standard of canned foods. The amendment gives the Secretary of Agriculture the authority to set standards of quality, condition, and fill of container of all canned food with the 2 exceptions I mentioned. If a product falls below the standard of quality, condition, and fill set by the Secretary of Agriculture, it must bear a plain and conspicuous statement, prescribed by the Secretary, stating that that canned food falls below the standard.

Now, what does this mean? It means----

First, that a quality and condition standard for every canned food, with the exception of canned milk and canned meat and meat food products, will be set.

Second, that a standard of fill for the usual containers of such products will be decided upon and required by the law.

Third, that when all these standards are set and in force, the buyer of canned foods will not have to worry about slack fills nor about getting an inferior or below-standard product for the price he pays for a standard-quality or superior product. This will be for the simple reason that the products that are below the legal standard will have to be labeled plainly and conspicuously. These products below the set standard will be perfectly good to eat and wholesome. The Food and Drugs Act already prohibits the transportation and sale of unwholesome or injurious foods. But the buyer will know whether he is buying an article of standard quality or a sub-standard product when he buys canned foods--- and then pay accordingly.

The amendment goes on to say that---

"The Secretary of Agriculture is authorized to determine, establish, and promulgate, from time to time, a reasonable standard of quality, condition, and fill of container for each class of canned food as will, in his judgement, promote honesty and fair dealing in the interest of the consumer. And he is authorized to alter or modify such standard from time to time as, in his judgment, honesty and fair dealing in the interest of the consumer may require."

The Secretary is also authorized to prescribe and promulgate from time to time the form of statement which must appear in a plain and conspicuous manner on each package or label of canned food which falls below the standard set.

That statement will be your guide. Read the label.

The new amendment to the Food & Drugs Act goes into effect at once. And the Food and Drug Administration --- which is in charge of the enforcement of the Food and Drugs Act--- will at once begin to formulate the tentative standards of quality, condition, and fill of container for the more common food products. As fast as time permits, standards for all the canned foods will be drawn up. In drawing up these quality and condition standards, the Administration is going to call on canners, distributors (wholesale and retail), consumers, and consumers' organizations for information. Both producer and consumer will be asked to say what they consider quality in the different canned foods. Public hearings on the standards proposed and adopted, will be held. All who are interested or concerned, will be free to attend the meetings.

The value of this law to the housewife, to the consumer, say Uncle Sam's food officials, will be the assurance that the canned foods she purchases meet a definite standard establishment by a government agency. The amendment will not constitute a bar to the manufacture and sale of WHOLESOME canned foods of a quality lower than the standard, but such products will have to be labeled so that if the buyer wishes a less expensive canned product, she will be able to buy it with full knowledge of its character and

it is presumed, at a lower price. But she will still have full assurance that the product is wholesome and neither adulterated nor misbranded.

In simpler words, the amendment puts a bigger punch in the old advice: READ THE LABEL BEFORE YOU BUY...

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ANNOUNCEMENT: You have just heard the Veteran Inspector's latest UNCLE SAM AT YOUR SERVICE talk. He will have another talk in this series for us next Monday which, as usual, will be broadcast by Station_____ in cooperation with the U. S. Department of Agriculture.

UNITED STATES DEPARTMENT OF AGRICULTURE

Radio Service

OFFICE OF INFORMATION
JUL 2
U. S. Department of Agr.

UNCLE SAM AT YOUR SERVICE

Monday, July 28, 1930.

NOT FOR PUBLICATION

SPEAKING TIME: 10 minutes.

ANNOUNCEMENT: Have you ever heard of gas cures? They're not new. But they are still news in view of the fact that the Federal Government is fighting some of their manufacturers today. Some of these preparations are practically all water. And their claims are watered too. But let the Veteran Inspector tell you about two of them today. He tells the story in his regular UNCLE SAM AT YOUR SERVICE talk, broadcast by Station_____ and the United States Department of Agriculture cooperating. Mr. Inspector-----

--ooOoo--

Way back when I was in knee-britches and hated to wash behind the ears, I used to believe that if you took a hair out of a horse's tail or mane and put it in water over night, it would turn to an eel.

I tried it out one day. I think my first great disillusion with life came when I discovered, next morning, that eels do not evolve from horsehair.

A bit later, I became interested in original research dealing with small, long-legged, water insects that we called money-bugs. The consensus of juvenile opinion in that neighborhood had it that if you caught one of these bugs--- placed it between two stones and left it there all night--- the bug would turn to money which would pass at the stores. I also tried this out. But, sadly, I found that money-bugs cannot take the place of the United States Mint.

Back in the dark ages--- when Knighthood was in flower and when men of fighting instincts wore iron hats and vests of metal mail--- the folks believed such ridiculous things as I believed when I was very small. A pile of rubbish in a dark corner of the cellar, they said, would give birth, SPONTANEOUSLY, to rats and mice. In those days, medical men were trying to cure disease by magic and by bleeding. The death-rate was very high and people did not live nearly as long as they do now. How could you expect them to?

This all sounds like ancient history. But there's a case in the courts right now--- A. D. 1930--- which takes us back 500 years or more and that is giving me almost endless food for thought on the gullibility of mankind in general and the limits to which ignorance or downright deception of a few of us can go.

This court case involves a certain patent medicine which I shall call the Gas Cure. That isn't its name. The stuff goes under a far higher sounding name.

It sells for $1.50 a bottle. What do you get for the dollar and a half?

According to trained U. S. Government chemists, this Gas Cure consists of----

SULPHUR DIOXID, 15 hundredths of 1 per cent,
NON-VOLATILE MATTER, 3 hundredths of 1 per cent, and
ORDINARY WATER, 99 and 82 hundredths per cent.

What is the stuff good for? Well, listen to what its manufacturers say--

"GERMS ARE THE RESULT OF DISEASE--- NOT THE CAUSE OF IT."

That statement, I contend, goes back hundreds of years when people believed in miraculous growths springing out of little more than superstition. If germs are produced by disease, what causes the disease?

Here's what the manufacturer of this Gas Cure has to say about it---

"The human body is organic (organized) matter. Any part of the body that has become dis-organized, from any cause, is WASTE ORGANIC MATTER. Following the natural law,--- waste organic matter, in the presence of the proper degree of heat and moisture, SPONTANEOUSLY UNDERGOES BACTERIAL FERMENTATION. This is the starting point of all disease. Bacterial fermentation uncontrolled, eventually produces forms of bacteria called pathogenic,--- disease-producing, disease-germs,--- but these germs are the RESULT of the disease process, NOT the cause of it. In the CONTROL OF FERMENTATION LIES THE SECRET OF THE CONTROL OF DISEASE."

That's the theory of the manufacturer of this bear-oil medicine. Unfortunately, he failed to take into account that science and medicine have learned a great deal about the causes and control of disease in the last couple of hundred years. The manufacturer of this medicine--- in advertising matter sent with the package--- makes claims for his Gas Cure that sound impossible, and ARE totally impossible, to any one but the least initiated in knowledge of disease and its cure. Listen---

"The use of this medicine has been established as beneficial to all ailments caused from fermentation or vegetable gases or acids directly arising from a disordered condition of the internal organs or any part of the body. All diseases are traceable to the foregoing conditions. Even wounds would not become infected if the blood were not impure, such impurity being directly caused by the above-mentioned conditions. This medicine prevents or effectively controls the fermentation processes without which disease cannot exist."

That's what the manufacturer says. In simpler terms, he says this Gas Cure will cure or control ANY disease no matter what it is. He also recommends it as a tonic and as a beneficial treatment for wounds. But I am wondering if he would trust implicitly in its powers if he were bitten by a mad dog, or a rattlesnake, or if he were attacked by a virulent and serious infectious disease.

This particular medicine has been manufactured under different names and by different professing disease experts--- for many years. The story of the company is a highly exciting story of America's advance from the old buckboard, Indian-herb hucksters--- who also performed feats of magic or legerdemain--- to today when the Food and Drug Administration of the Federal Govern-

ment has taken a lot of graft and bunk out of the manufacture and sale of patent or proprietary medicines. As I said before, this very case is now in the courts where the Government is trying to force the manufacturer of this Gas Cure to abide by the Federal Pure Food Laws. The Government contends that the preparation is misbranded, under the law, and that it has been shipped illegally from one State to another, and that it makes claims that are fraudulent and deceptive. Some of the stuff has been seized.

I tell you the story, not only to show the great change that has come about in our knowledge of disease and its cure--- not only to show how the Federal foods and drugs officials keep up with modern science and medical knowledge in their work of running to earth practitioners of fraud and deception--- but also to put you on your guard against medical preparations that make extravagant, unreasonable, and impossible claims of curative powers.

And now I'm going to tell you about another preparation---similar to the Gas Cure I just got through telling about. This story is humorous or tragic, depending on whether you are sick or well. Uncle Sam's pure-drugs advocates believe that one of the greatest dangers in an uncontrolled traffic in worthless medicines lies in the fact that they deceive the sick--- give the sick an unwarranted sense of security--- and keep the sick from seeing competent doctors at a time when competent doctors would relieve or cure their ailments.

Way back in 1909, the Government seized some bottles of a so-called Microbe Killer. Analysis showed that this Microbe Killer was nothing more or less than an aqueous solution of sulphurous and sulphuric acids--- in other words, mainly sulphur and water, with traces of other chemicals, some harmful.

The Government kept on seizing this preparation from 1909 until 1919 and finally drove the stuff off the market.

Why?

Well, the manufacturer of this Microbe Killer claimed it to be a blood purifier, antiseptic and tonic. He claimed that it was good for headache, neuralgia, croup, mumps, measles, whooping cough, tonsilitis, throat complaint, dyspepsia, indigestion, gastritis and other stomach troubles, and for asthma, catarrh, bronchitis, croup, consumption, coughs, colds, malaria, rheumatism, tumors, cancers, and other blood and chronic diseases, or any thereof. He made no claims that the preparation was good for housemaid's knee or ingrowing toenails. But it must have been a typographical error when they were left off the list.

Government men proved to the satisfaction of courts that the preparation was misbranded under the Food and Drugs Act for the reason that the label on each of the bottles contained statements regarding the curative effect of the drug which were false and fraudulent. The Government contended and proved that not only would the preparation NOT CURE the disease it was supposed to cure, but that the preparation was a DANGEROUS drug which when taken into the human body would be harmful and that the preparation was wholly unfit for human use.

The manufacturers of these two gas-medicines indulged in a lot of hot air that reputable manufacturers of today fight shy of. If you have been following the drug and medicine market as closely as I have for the past 25 years, you will know that the manufacture of medicine has been taken out of the hands of shysters and buckboard orators and put into the hands of honest men who know their business from the ground up. That is--- in most cases. I know that we still have dozens of so-called fat-reducers, cancer and asthma cures, rheumatism and malaria cures, fake antiseptics and beautifiers, and other bear-oil products that are worthless as cures and harmful to the body when taken. Most of our drug and medicine makers live up to the requirements of the Food and Drugs Act today. But there are some who don't. And that's why the Government is constantly on the alert to bring the quacks out into the open. And that's why the Government is anxious to bring to the attention of the public the falsity of the claims some of these quacks make. The pin prick of common sense on the part of the public could explode a lot of portentous balloons that are now carrying these quacks over their brief and sensational routes to the public's confidence.

---ooOoo---

ANNOUNCEMENT: You have just heard the latest talk by the Veteran Inspector in the UNCLE SAM AT YOUR SERVICE series broadcast by Station_____ in cooperation with the United States Department of Agriculture. He will have another talk for us next Monday.

UNITED STATES DEPARTMENT OF AGRICULTURE

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UNCLE SAM AT YOUR SERVICE

RELEASE: Monday, August 11.

NOT FOR PUBLICATION

SPEAKING TIME; 10 Minutes.

ANNOUNCEMENT: The Veteran Inspector is going to take us abroad today. You have to go abroad to know all about cheese. And cheese is what he is going to talk about. He is going to tell us about the 18 distinct varieties of cheese---including some of the rarities. And then he is going to give us some pointers on how to buy cheese with our eyes open. The talk comes as this week's regular UNCLE SAM AT YOUR SERVICE program, broadcast by Station _____ in cooperation with the United States Department of Agriculture.

---oooOooo---

I'm going to tell you about something appetizing today. Cheese. And the 18 distinct varieties....

I'll not be able to cover the subject fully in one talk, but you can get more information by writing the Food and Drug Administration at Washington, D. C., and asking for printed sheets dealing with cheese definitions.

And, undoubtedly, we'll come back to cheese later in this series of radio talks.

My first distinct memory of cheese goes 'way back before the day when I entered the employ of the Department of Agriculture as a food and drugs inspector....

I was a young boy, then, and my father had a cattle ranch in Wyoming. He used to make 2 or 3 trips each summer between his home in town and the ranch out in the range country. It was only about 150 miles, but in those days, traveling in a buckboard or a covered wagon, it took 4 days to make the trip.

I always looked forward to the regular night's stop at a place we called "the ranches". Imagine a long valley with a small stream cutting it in half. Meadows of green grass along the stream. Sage-covered hills running off to east and west. And 2 large ranches nestling in clumps of trees down by the stream. At sundown, the valley would be filled with the sound of sheep-bells and barking dogs. I remember they kept a pack of great, friendly wolfhounds at one of the ranches. They made cheese at both of them. Great, round, muslin-covered cheeses that had all the flavor of that high, clear air and wild flowers and the lush grass down in the meadow.

We always bought a cheese when we passed through that valley. It was real cheese and I shall always remember it.

Since then, I have eaten cheese made from goat milk by Mexican peons and I have eaten rare cheese in some of the little, side-street restaurants and I have eaten that fine Cuban cheese with guava jelly and crackers. But the memory of them all fades when I think of that American cheese we used to buy at "the ranches."

I wonder if you know that the names of cheeses mean many things? There are only about 18 distinct varieties, but more than 400 names used to describe them. The best known names of the 18 distinct varieties are: Brick Cheese, Cacio-Cavallo, Camembert, Cheddar, Cottage, Dry Cheese, Edam, Emmenthaler, Gouda, Hand Cheese, Holstein, Limburger, Neufchatel, Parmesan, Roquefort, Sapsago, Scanno, and Trappist. Some of these cheeses are made from whole milk, such as Cheddar, Limburger, Stilton, Gouda, Roquefort, Neufchatel, and Gorgonzola. Cheeses which are made sometimes from whole milk and sometimes from partly skimmed milk include Edam, Swiss Cheese, Camembert, and Brie. Typical examples of cheeses made from partly skimmed milk are Parmesan and Bra. Cheeses made from skimmed milk include Holstein, Sapsago, Gammelost, and Cottage Cheese. There are national traditions behind the best of these cheeses. Some countries are famous for their cheese. France, Switzerland, Italy, Spain, the Scandinavian countries, Holland, Germany, and the United States can be included in the list.

Cheddar is a typical American cheese, but we now make many of the other varieties. Limburger is made very largely here and American cheese-makers also successfully manufacture Roquefort, Stilton, and Emmenthaler, Among the more important imported cheeses are Emmenthaler from Switzerland-- Parmesan from Italy--- Roquefort, Camembert, and Brie from France--- and Edam from Holland.

Now, for your guidance in buying, let me give you brief definitions of some of the more typical cheeses. If I were to attempt to describe all the cheeses, it would take me an hour or so---

Cheddar Cheese is made from heated and pressed curd, obtained from whole milk, by the action of rennet. Other names for Cheddar are American Cheese and American Cheddar. These cheeses are covered with cloth and paraffin. They have a white and yellow color, a close texture, and a mild or sharp flavor, depending on how ripe they are.

Limburger Cheese is made from unpressed curd, which is the result of the action of rennet on whole cow's milk. It is sold in blocks of 1 and 2 pounds, wrapped in tinfoil and paper. Limburger has a soft texture, characteristic strong odor and flavor caused by forced fermentation.

Neufchatel Cheese is a soft, French cheese made from the unheated curd of whole cow's milk. Typical packages of Neufchatel are wrapped in tinfoil and weigh from 2-1/2 to 3 pounds.

Cream Cheese is an unripened kind made by the Neufchatel process from whole cow's milk enriched with cream. It is sold in small loaves, weighing from 3 to 4 ounces, usually wrapped in tinfoil.

Roquefort Cheese is a soft cheese made from curd obtained from the whole milk of sheep, with or without the addition of a small proportion of the milk of goats. The curd is inoculated with a special mold and ripens with the growth of the molk, which gives it a mottled appearance in section. It is soft and crumbly. Rocquefort is also made in the United States.

Edam cheese is produced in Holland from curd obtained from whole or partially skimmed cow's milk. The interior of Edam Cheese is yellow, has a close texture, and the flavor is quite sharp.

Emmenthaler or Swiss Cheese is a hard cheese originally produced in Switzerland, obtained from whole or partly skimmed cow's milk. It is ripened by special gas-producing bacteria which causes large holes or eyes. This cheese is now made in all civilized countries of the world and the United States produces large quantities of excellent quality. It is usually prepared in large cartwheels, weighing from 100 to 250 pounds, and also in blocks. This cheese has a mild, sweetish flavor.

Camembert Cheese, a soft kind, is made in France from the curd of whole or partly skimmed cow's milk. This cheese ripens with the growth of a special mold on the outside surface. It usually has a rind about an eighth of an inch thick. Do not eat the rind. The typical Camembert cheese is about 4-1/2 inches in diameter and the inside is soft, yellowish, and waxy.

Parmesan Cheese is a hard Italian product made from heated and hard-pressed curd obtained from partly skimmed cow's milk. It is so hard that it may be broken and grated easily. Parmesan cheese keeps indefinitely--- has a very mild taste--- and the inside has a rich, yellow color. It is commonly used grated in soups and macroni and is often sold in the grated form.

Caciocavallo Cheese is an Italian cheese made from either whole or partly skimmed cow's milk and sometimes from buffalo's milk. While the name means, literally, horse cheese, it is not made from mare's milk. It is spherical in shape with a knob on one side which makes the cheese look like a squatty bottle. Each one weighs from 6 to 9 pounds. The surface is brown and slightly smoked. The inside is a light yellow--- the texture is close--- and the cheese has a mild flavor.

Rarities among cheeses include Latticini Cheese, made from buffalo's milk--- Krutt Cheese, made from camel's milk--- and Lapland Cheese, made (you guessed it) from reindeer's milk.

You are at the store, You want to buy some imported cheese of a particular kind. You ask for the kind. How do you know you're getting it?

Well, all original packages of imported cheese must carry on each package the name of the country from which the cheese came. The labels on repacked imported cheese state the name of the cheese and usually the word imported also. Practically all American-made European varieties of cheese are labeled with a qualifying word, such as American, Domestic, or the name of the State in which the cheese was made. This is not always considered necessary. Cheddar Cheese, for example, was first made in Cheddar, England. But the name has now become

a word of our own. Furthermore, we are now making such good Limburger Cheese that very little is imported. And so the name has come to mean simply a kind, or variety, of cheese and does not refer to the country where it was first made.

Remember this. Cheeses customarily made from skimmed milk or partly skimmed milk are not required to be marked especially as to the character of milk used. The name of the cheese itself gives you that information. On the other hand, cheeses customarily made from whole milk are required to be plainly labeled with a statement that they are made from partly skimmed or skimmed milk, whenever this is the fact. This is just one of the requirements of the Food and Drugs Act, passed more than 20 years ago for your protection. And it's up to officials of the Food and Drugs Administration to see that this requirement is lived up to.

Remember, if you want printed information on varieties of cheese, definitions of cheese, and pointers on how the pure foods laws apply to cheese, write the Food and Drug Administration, U. S. Department of Agriculture, Washington, D. C.

--ooOoo--

ANNOUNCEMENT: That concludes the Veteran Inspector's UNCLE SAM AT YOUR SERVICE Talk for today. Station_____, cooperating with the U. S. Department of Agriculture, will broadcast another of his regular chats next Monday. You are cordially invited to hear it.

UNITED STATES DEPARTMENT OF AGRICULTURE
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UNCLE SAM AT YOUR SERVICE.

RELEASE: Monday, August 18.

NOT FOR PUBLICATION

SPEAKING TIME: 10 Minutes.

ANNOUNCEMENT: And now, we're going to hear from the Veteran Inspector again. The Veteran Inspector is a representative of the Unites States Department of Agriculture at Station _____. And he has a story for you today that takes you from the salmon-fishing grounds of Alaska -- through shipwreck in the tropical Caribbean Sea ----- to the courts of law in the United States. This story, which is true, deals with an important American food product. It is just another of the Inspector's UNCLE SAM AT YOUR SERVICE series. Mr. Inspector---

---ooOoo---

In November, 1929, two men from Tampa, Florida, bought an old wooden steamship at Seattle, Washington. They intended to use this boat in the Gulf Coast trade. They planned to start at once on the eastbound voyage and, wanting a cargo, they bought 15 thousand boxes of apples, a ton of frozen reindeer meat, and 1997 cases of canned salmon. . .

This boat bore the name of a famous Mexican general.

The boat was old.

She carried rather an interesting cargo.

And there's a story in this voyage that I think you'll like . . .

The old ship broke down enroute and was delayed at a Mexican port for over a week for repairs. Reaching the Caribbean Sea, she ran into a storm and broke down again and drifted helplessly until rescued by a tanker and towed to an island called the Grand Cayman, which is in the tropic British West Indies. From there, she was towed to Tampa by a tug. On arrival, the cargo was unloaded and stored by the Tampa Union Terminal Company. . . . .

That's the last we hear of the boat bearing the name of a famous Mexican general. But it isn't the last we hear of her cargo --- and thereby hangs the tale.

Part of that cargo came from Alaska. Part came from the sweeping, cool, green groves of the Pacific Northwest. Shipwreck and danger in tropic waters! Apples from the Northwest and frozen reindeer meat from the far north deep in the hold of an old boat drifting in the Gulf of Mexico! Nearly 2,000 cases of canned salmo

in a ship at the end of a tug's tow-line, working slowly through the pounding heat of southern waters!

That's the picture. Now, let's forget the apples and the reindeer meat and focus on the canned salmon. We'll find, in the story of that fish, a clear and exciting account of the eternal vigilance required of Federal and State food officials.

Those 1997 cases of canned salmon--- products, for the most part, of Alaskan waters--- were, apparently, part of several parcels of salmon seized by the Western District office of the Federal Food and Drug Administration several years ago. The salmon was canned in 1925 --- later found defective--- and released for sorting the good from the bad under one general bond. It is possible, sometimes, to recondition defective salmon. The job is sometimes done by cutting the tops off the cans--- passing the salmon through the hands of experts who judge its freshness, wholesomeness, and purity--- re-sealing the good cans and recooking them.

But it seems that our 1997 cases <u>were not reconditioned.</u> The Seattle Food and Drug Station kept its eye on the salmon and then requested the Washington State authorities to embargo the whole lot that was bad and the salmon remained in a Seattle warehouse until September, 1929. Somehow or other, this embargo was withdrawn and the owners of the salmon began to make inter-State shipments. Contrary to provisions of the Federal Food and Drugs Act. The Federal officials maintained their watch of the salmon through all these transactions.

And so the salmon reached the hold of the ship which bore the name of a famous Mexican general. And when that ship finally reached Tampa, they filed libels against ship and cargo for wages for the crew, for salvage for the rescuing crew, for towage for the tug, and for unloading and storage charges for the terminal warehouse company. The owners, apparently, abandoned the whole business.

The salmon was now in the custody of the United States marshal. Food inspectors collected samples. An expert in the Food Control Laboratory of the Food and Drup Administration examined the samples and found less than 50 per cent of the cans fit to eat. And so the United States again attached the ill-fated salmon.

Practically all canned salmon on the American market is wholesome and of good condition. If the fish are fresh and clean when canned--- and if the canning is done correctly (and most of it <u>is</u>)--- about all the buyer has to watch out for when buying salmon is to see that he gets the <u>kind</u> or <u>grade</u> he wants. It is practically all wholesome and good food.

But you see this shipment I'm talking about had been <u>condemned</u>. So let's get on with the story.....

After the salmon had been attached, it was arranged to sell it, under bond, BUT NOT FOR HUMAN CONSUMPTION. Government experts held the stuff as unfit for human food. The salmon was sold last May under the condition that it would be used as dog feed in various kennel clubs. The buyer said that he could save the Government some money that way as, then, it would not be necessary to destroy the fish.

Well, the Government made arrangements to follow up this disposition of the salmon through the cooperating Tampa health officer.

He wrote that the salmon was being sold in the neighborhood. He had embargoed all of it he found in Tampa.

The Government put an inspector on the case. He found the salmon on general sale in many retail stores and he ordered all cans seized, regardless of how offered. He found only one store offering the product for cat and dog feed. Other stores had stamped cases, NOT TO BE SOLD OR USED FOR HUMAN CONSUMPTION.

But plenty of cases had been left unstamped. The case was followed up and here are a few samples of the evidence to show that many cases of this salmon had been sold illegally---

H. W. swore that he had purchased a case for $4.85 from 2 unknown men who told him that it was good salmon from a wrecked car.

M. S. swore that he bought a case for $3.50 from a man who said it was good salmon from salvage stock. The seller had made no statement concerning the restriction on the sale of this salmon.

C. S. swore that he made arrangements with a man to sell salmon at the best price he could get, paying $2.80 per case. The man offering the salmon for sale said that the stuff had been condemned by the Government and must be sold for cat and dog feed, but that he had eaten it and found it good.

E. M. P. and J. B. R. swore they had bought one case and one-half case, respectively, of the salmon from two men. The men told J. B. R. that it was good salvaged salmon.

Well, Government inspectors and public health officials followed that salmon for some time. They succeeded in accounting for most of it. Cases were found in different stores and markets in various cities and towns. Some of the salmon had been stamped, NOT TO BE USED OR SOLD FOR HUMAN CONSUMPTION, as required by the officials. Some cases were stamped with letters half an inch high! Some cases were not stamped at all. One market was selling the salmon for 5 cents a can, limiting the purchase to 3 cans. One store advertised that the salmon was all that the can recommended it to be, but that, temporarily, it would have to be sold for cat and dog feed only. Another store said that the salmon had been injured by fire and, in order to carry out the Government's recommendations, it would have to be sold for cat and dog feed only.

How this salmon, LESS THAN HALF OF WHICH WAS EVEN PASSABLE, was bootlegged would make an interesting story in itself. W. J. W. swore that he was approached by a stranger with a truckload of canned salmon who said that he was half owner of a salvage company and that he had some good salmon salvaged stock. This man wanted some one to help him sell the salmon and would pay a commission on each case sold. The man on the truck said the salmon was first class. Several men in that town later bought salmon from this commissioned agent. J. F. H. found two men. One of them was eating salmon. He offered J. F. H. some and so, since

he is a peddler, he took over the sale of some of this stock. It was just more of that lot that came off the boat which bore the name of the famous Mexican general.

A case of salmon contains 48 cans. A case of good quality salmon often sells for $10. Buyers paid from $2.00 to $4.50 a case for this condemned salmon. At those prices, the stuff was fairly cheap dog feed. But, as I have shown, most of it was not sold for dog feed. It seems that there were plenty of dealers who would take a chance on selling--- for higher than purchase price--- for human consumption and strange as it may seem this salmon which was really rotten when canned, didn't taste bad. The cooking drove off most of the odors and only an expert could detect the adulteration.

The Government, fortunately, succeeded in re-seizing practically the whole shipment. A few cases got away. The rest were condemned. But it was quite a battle while it lasted. Beginning 5 years ago in Alaska, this salmon laid in warehouses, went through shipwreck, was carried through tropical waters, and finally reached a destination where its adventures were hardly less interesting. You will notice that food officials never really lost track of it, in spite of its wanderings. And you will notice that while dealers of shady reputation and dealings are in the minority, they are still to be contended with. That's just one reason why we need the pure foods laws. That's why we need officials to enforce these laws. And if you will insist on reading the labels on every package or can or bottle of food you buy, you can help them to enforce the law...

---ooOoo---

ANNOUNCEMENT: That concludes the Veteran Inspector's account of another way in which Uncle Sam is at your service. Station_____, which cooperates with the U. S. Department of Agriculture in broadcasting talks in this series, will have another UNCLE SAM AT YOUR SERVICE talk for you next Monday.

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UNCLE SAM AT YOUR SERVICE. RELEASE: Monday, August 25.

NOT FOR PUBLICATION

SPEAKING TIME: 10 Minutes.

ANNOUNCEMENT: You all have heard about counterfeiters of money. And what happens to them. But there are other kinds of counterfeiters. Drug counterfeiters--- just as serious. And, in his UNCLE SAM AT YOUR SERVICE talk today, the Veteran Insp ctor, veteran counterfeit detector, is going to tell you about them and how to be on your guard. This talk is one of the regular Monday series which Station _____ broadcasts through the courtesy of the United States Department of Agriculture.

--ooOoo--

I suppose that all of you listening to me today have read stories of COUNTERFEITERS.....

You remember how they go---

The villainous men working at their presses in a garret or cellar on some little-known side street. The money coming out through under-cover men. Bank tellers becoming suspicious---- there are ways by which even the cleverest counterfeiters can be caught. Plainclothes men and policemen surrounding the place at night. The guards are posted. The men of the law make the rush. Scuffles. Shocks. Reports from revolvers. And the handcuffs are on and the trip to the station house in the Black Maria has begun.....

That, my friends, is what happens to men who try to take the place of the U. S. Government.

But there are OTHER kinds of counterfeiters. I have told about some of them in this series of foods and drugs talks I have been giving. And, today, I want to go on with the story.

As I say, many nationally-known and nationally-advertised foods and drugs have been counterfeited. That is, packages and labels have been imitated--- cheap substances have been placed in the packages--- and the products have been sold as genuine at liberal discounts with great profits to the operators.

My experiences as an inspector working under the Food and Drugs Act have supplied me with many stories of such kinds of fraudulent practices. I could--- and shall--- tell you some of these stories, later. But, today, I want to tell you how they counterfeited an expensive tablet made of material gotten in small quantities from slaughtered animals.

The GENUINE product comes in bottles enclosed in cartons. When we learned that an imitation was appearing on the market, we started an immediate investigation. And we found that a certain local market had been flooded with a spurious article made of starch and colored vegetable material, put up in bottles and cartons almost exactly like the original, GENUINE product. However, the printer of the imitation labels had made a very small mistake. And from this mistake in designing the counterfeit label, it became possible later to detect the difference between the genuine and the counterfeit article.

And so a physical examination of the packages was made--- the Food and Drugs Act was brought into the story--- seizures of outstanding lots of the imitation goods were made--- and the Government's men began to run down the counterfeiter. Leads showed that a certain, single, small wholesale drug specialist in a large city was distributing the spurious goods. He told drugs officials that he had bought the goods from a man whose name he did not know. This Mister X called at the store with quantities of the material under his arms. The dealer gave him cash for his goods and no record of the transaction was kept.

Well, believe it or not, the story was true. How did they catch the counterfeiter? This way. Drug tablets nowadays are always machine-made. Each drug-tablet machine, like each typewriter, produces results which can often be identified with the individual machine. Experts taking a drug tabletand making a careful comparison of that tablet with tablets made by other machines can usually tell what manufacturer made each tablet. And that's how they found the one who made the IMITATION tablets.

He told a straightforward story. He produced his records of manufacture. He even identified his customer. He told Food and Drugs officials that a certain person, living at a certain address, had given his firm an order to produce so many million tablets. These were to contain certain ingredients. They were to be produced in exact imitation of another tablet which was furnished.

Apparently, the manufacturer believed that the tablet he was imitating was his customer's own product. There seemed to be no reason why he shouldn't go ahead and fill the order--- which he did. But now the investigator had the whole story--- knew where to find his man--- and he proceeded accordingly, thus breaking up a source of fraud and imposition on the public and a fraud on the manufacturer of the original, legitimate product.

This illustrates another way in which the Food and Drugs Act works for your interest.

How is the buyer of drugs to safeguard himself from occasional counterfeiters of this sort?

A careful reading of the label of every drug or medicine bought will help. Let's go into THAT for a few minutes.....

The Federal Food and Drugs Act defines a drug as any medicine for either external or internal use, described in either the U. S. Pharmacopoeia or the National Formulary, and any substance intended for the cure, prevention, or mitigation of disease of man or other animal. The U. S. Pharmacopoeia and the National Formulary are books describing drugs and are standard works with doctors and pharmacists. Their definitions cover such common drugs as cod liver oil, castor oil, ether, chloroform, caffein, quinine, strychnin, as well as lesser known drugs, such as zinc mull. When the food and drugs act was passed, Congress specifically made these two books the standards for the products they describe. Nearly all of the States now also make these books legal standards. This guarantees, so far as the law CAN guarantee, that when you buy tincture of iodine, for example, in a store in Washington, you get the same product that you buy as tincture of iodine in Los Angeles. The law, however, makes an exception which permits the sale under an official name of a drug which doesn't meet the standard required by these authorities IF THE LABEL CLEARLY SHOWS THAT THE ARTICLE IS NOT THE OFFICIAL PRODUCT AND FURTHER SHOWS EXACTLY WHAT IT IS. And so, if you want a product which is different from the official preparation, you can find by reading the label if that particular preparation is suitable.

Patent medicines, of course, are not described in the U. S. Pharmacopoeia or the National Formulary. And so we find no official standards for these medicines save those which the manufacturer himself chooses to set up. If he states his formula on the label--- which, by the way, is becoming a more common practice --- this statement becomes the standard and the law requires that the product be what it claims to be. For example, a product claiming to contain a certain amount of extract of cod liver oil should contain the important medicinal constituents of cod liver oil, Vitamins A & D. Otherwise, under the law, it is adulterated and misbranded.

The Food and Drugs Act requires that the presence of dangerous and habit-forming drugs be announced on the label. Included in this list are alcohol--- such heart depressants as acetanalid--- the narcotics, morphine, cocaine, and others--- and various other drugs. The law assumes that the buyer knows that certain drugs are dangerous and habit-forming and so does not require that the label inform the buyer that these drugs are potentially harmful. But it does require that the label say that these drugs are present in a preparation when they actually are. On the other hand, the manufacturer must not disarm suspicion by stating that his product is harmless, or that it will not affect the heart if it will, or otherwise create the impression that the medicine may be taken with impunity. The next time you buy headache tablets, note whether or not the label bears a statement that the tablets contain a grain of acetanalid each. If you find this statement, it is the warning that the law requires the manufacturer to give that use of the product may be dangerous.

Finally, the Federal Food and Drugs Act requires that the manufacturer tell no untruths about the effect his medicine will produce. Get your information FROM THE LABEL RATHER THAN FROM LURID ADVERTISING IN NEWSPAPERS, MAGAZINES, CIRCULAR LETTERS, BOOKLETS, PAMPHLETS, AND SO ON.

Here's a little tip. In particular, you may generally classify as a fraud ANY PRODUCT WHICH IS CONSERVATIVELY LABELED BUT EXTRAVAGANTLY ADVERTISED. The chances are 10 to 1 that the manufacturer is attempting to sell his product under

false representations which he dares not put upon the label for fear his goods will be confiscated by Government, city, or State, or for fear that he will be haloed before the courts to give an account of himself and his works.

And here's one more pointer to help you in reading the labels before you buy. The Food and Drug Act requires packages of food to bear a plain and conspicuous statement of the QUANTITY of food in a package. But this requirement does not apply to drugs. Of course, many drug products contain quantity statements AND THESE MUST BE TRUE TO FACT WHEN MADE. You may find nitro-glycerine tablets labeled 1/50 of a grain or 1/100 of a grain, as the case may be. Very close check is kept on all potent drugs in tablets and they are required to comply with the GRAINAGE statements on labels.

If you will write the Food and Drug Administration, Washington, D. C., you can get printed instructions on how to read labels intelligently. These instructions apply to foods as well as drugs.

--ooOoo--

ANNOUNCEMENT: You have just heard the Veteran Inspector in his regular Monday UNCLE SAM AT YOUR SERVICE talk. His talks are broadcast by Station----- each Monday by the courtesy of the U. S. Department of Agriculture, He will have another for us next Monday.

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UNCLE SAM AT YOUR SERVICE

Monday, Sept. 1.

NOT FOR PUBLICATION

SPEAKING TIME: 10 Minutes.

ANNOUNCEMENT: The Veteran Inspector, who brings us each week the latest news from the pure foods and drugs front, has a talk on baking powder today. He has some interesting facts and some practical pointers on buying for us. This talk is another of the UNCLE SAM AT YOUR SERVICE series which Station_____, and the United States Department of Agriculture cooperating, broadcasts each Monday. And now let's hear from the Inspector---

--ooOoo--

It's a funny thing how little we know about some things....

Of course, all of us know a great deal about some things. For example, a friend of mine knows all about boats. He can reel off figures on tonnage, knots, and that sort of thing until your head swims. And I was talking with a man on the train the other day who told me more about football than I thought any one man could ever know. He was a meat packer. And I have another friend who knows about oysters--- another who has the facts on travel--- another who is up on carburetors.

That's the way it goes--- every man to his leaning.

But here's the catch in it. You have heard of baking powder. If you are a housewife, you have used it. Just a common white powder that comes in cans and makes some of the things we eat better. Well, my friends, you'd think that a housewife who had used baking powder all her life would know all about it, wouldn't you? Some do. Most don't. Mrs. Smith, for example.

I was talking to Mrs. Smith the other day--- telling her that she should read the labels on baking-powder cans. "Why?" she asked. "It's all alike, isn't it?" I told her all baking powders are not alike, and that she should read the labels on cans she buys and here's why---

A definition first. Baking powder is the leavening agent produced by the mixing of specified acid reacting material or materials with BICARBONATE OF SODA, and is made with or without starch or flour. Now, when Mrs. Smith--- or Mrs. Everywoman--- uses it in the kitchen in a batter or dough, the acid material in the powder reacts chemically on the bicarbonate of soda and CARBON DIOXIDE gas is released. The gas permeates the dough and causes thousands of gas bubbles to form and expand the elastic ingredient of the flour, called GLUTEN, and the gluten prevents the escape of the gas. The heat of baking expands the gas bubbles and the product loses moisture and becomes rigid while being supported by the gas. All this sounds very heavy, I know.

But it's the chemical explanation of how you get fluffy, or light biscuits or whatever the baked product happens to be.

Now, baking powders are required to yield not less than 12 per cent by weight of available carbon dioxide gas. Available means practically obtainable under kitchen baking conditions.

Well, I explained all this to Mrs. Smith and then I went on to tell her something which she said she remembered herself. In the long ago, you know, yeast was used almost exclusively in baking and when baking powders came into use, they were often called yeast powders. This continued for a long time. Baking powders, however, contain no yeast and so this term is practically obsolete. Of course, baking powders serve many of the purposes for baking use that yeast itself serves. Baking powders produce gas much quicker than yeast does. It's not important to explain just why.

There are 4 kinds of baking powders commonly found on the market today. Their classification depends on their acid ingredients. Here are the kinds---

1. Tartrate baking powders, the acid materials of which are: cream of tartar, tartaric acid, or a combination of these.

2. Phosphate baking powders, the acid ingredients of which are: calcium acid phosphate, or sodium acid pyro-phosphate.

3. The socalled alum baking powders, the acid ingredient of which is sodic aluminic sulphate, or soda alum. Real alum, which is potassium aluminum sulphate is not used in baking powder.

4. Baking powders with acid ingredients composed of combinations of some of the chemicals I have mentioned.

Some baking powders contain corn starch or flour. Such fillers have their uses. Some powders contain small quantities of egg albumen or dried white of eggs. The amount of egg albumen used is usually around fifteen-hundredths of one percent. This material is added for the purpose of making the baking powder appear to generate large quantities of gas when tested by the socalled cold-water test. But all baking powders must contain BICARBONATE OF SODA, which is the material from which the gas is obtained. The standard does not recognize any other carbonate.

Now, let's answer Mrs. Smith's question--- WHY SHOULD I READ THE LABEL WHEN BUYING BAKING POWDER?---

First, read the label to see how much powder you are getting for your money.

Second, read the label to determine the ingredients in the baking powder.

Decide what kind of powder you like best. Try several different kinds. Then check your purchases by reading the label. Perhaps you prefer a tartrate baking powder. Then look on the label to see if it says TARTARIC ACID, or CREAM POTASSIUM BITARTRATE, or CREAM OF TARTAR. If you want a phosphate baking powder, see if the label mentions CALCIUM or SODIUM ACID PHOSPHATE, or MONO SODIUM PHOSPHATE, or the abbreviation of these terms which is PHOSPHATE.

If you prefer a socalled alum baking powder, you should look on the label for SODIUM ALUMINUM SULPHATE, or SODIC ALUMINIC SULPHATE, or SODA ALUM--- all of which mean the same thing. If you are after a baking powder containing a combination of these ingredients, check the label the same way to determine if you are getting the combination you want. If egg albumen or dried white of egg is contained in the powder, you'll find that declared on the label. No matter how this egg albumen is mentioned on the label, just remember that this material doesn't add any particular value to the baking powder.

The Food and Drugs Act requires that all baking powders yield not less than 12 per cent of available carbon dioxide gas. This means that under o kitchen conditions, the powder will actually yield that much. Some baking powders may run as high as 15 or even 20 per cent of available carbon dioxide gas. And some labels declare the amounts. Look for this declaration--- but if you don't find it, you can be sure that the baking powder yields the legal 12 per cent. If you do find the declaration, it should be true, and this should guide you in your purchase.

It wouldn't be a bad idea--- while you are at the store--- to ask the grocer what the manufacturers' claims for the various brands of baking powder in his stock are, so far as carbon dioxide content is concerned and special qualities the different ones have. If he doesn't know, he can easily find out from the manufacturer.

You may have heard a lot about this or that kind of baking powder leaving a chemical residue in the baked product. It has been claimed that certain of these residues are harmful to the health. But I say that all baking powders leave a residue in the baked product and none are considered harmful to you, in the amounts contained. Hence, when you see the statement on labels--- ENTIRELY FREE FROM CERTAIN NAMED RESIDUES, such as ROCHELLE SALTS, PHOSPHATES, ALUM, you can be quite certain that this doesn't mean a whole lot. Nor will such statements as ABSOLUTELY PURE and ABSOLUTE PURITY GUARANTEED. These are just trade puffs.

I have tried, today, to give you just one more reason why Federal pure foods officials urge you to read all labels before you buy. It's one good way to assure yourself of economical purchases of wholesome food products. Next Monday, I shall give you further illustrations. Meanwhile, I wish you good-day.

--ooOoo--

ANNOUNCEMENT: That concludes the Veteran Inspector's latest talk in the UNCLE SAM AT YOUR SERVICE radio series. Through the courtesy of the U.S. Department of Agriculture, Station_____ will broadcast another of his talks next Monday.

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UNCLE SAM AT YOUR SERVICE — Monday, September 6.

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NOT FOR PUBLICATION

SPEAKING TIME: 10 minutes

ANNOUNCEMENT: And now here's our friend, the Veteran Inspector, who tells us about the pure foods laws each Monday. The Inspector represents the United States Department of Agriculture at Station____ and his weekly talk, UNCLE SAM AT YOUR SERVICE, is broadcast through a cooperative arrangement between this Station and the Department. Now let's hear what the Veteran Inspector has to say this week about the food and drug situation---

--ooOoo--

I'm going to sound what the musicians call a sour note today and in doing so I could easily wax facetious, as the fellow says. You see, I'm going to talk about vinegar--- and that word, winegar, always has a funny sound to me.

But this is pickle-making time and even husbands know that you can't make good pickles without vinegar. Yes, friends, it's pickle-making time and all over this broad land of ours they are working with cucumbers and peppers and cauliflower and those little white onions that carry such a powerful punch. And there's a swift, sharp smell coming out of the kitchens of America, and a lot of tasting is going on.

I have always been very fond of vinegar. I remember, when I was a small boy, my mother used to send me to the store to buy a bottle of vinegar. In those days, the store-keeper used to keep it in a barrel. And he'd turn the spigot and fill the bottle I took to the store. And on the way home, I used to pull the cork out and take a sly nip of the sour liquid. Oh, I never became what you could call a vinegar addict, but I must admit that I have a vinegar complex. To this day, there's nothing I like better than sliced cucumbers and onions covered with vinegar and plenty of pepper and a little salt. . .

Well, I guess that's enough true confessions. I guess I'd better get on with the story, eh? I want to begin by telling you about a big vinegar swindle. Then I'm going to tell you how Uncle Sam's pure foods officials define the 6 or 7 official kinds of vinegar. And then I'm going to tell you how you can use your label-reading experience in a valuable and profitable way when you go to the store to buy some vinegar. . . .

Maybe you'd better have something rather sweet handy. Talking about vinegar for 10 minutes may pucker your mouth up.

There are different kinds of vinegar--- some good, some not so good.

There's a kind known as Distilled, or White Vinegar. It's made from grain and is sour but it has none of the flavors and aromas which make Apple or Wine Vinegars so desirable for table use.

And then there's something that they can make in the chemical laboratory which is sour. This is known as commercial acetic acid. It is derived from the destructive distillation of wood. Both Distilled Vinegar and acetic acid are quite cheap. Pure Cider Vinegar is not quite cheap. And so one large supposed manufacturer of pure cider vinegar put 2 and 2 together and got---into trouble. This is the vinegar swindle I mentioned. Here's how it happened ----

In the course of his day's work, one of Uncle Sam's food inspectors visited a plant of what was then one of the largest distributors of so-called pure Cider Vinegar in the United States. He carefully checked up on the quantity of apples pressed--- juice produced--- resultant yield of Cider Vinegar--- and, to his amazement, he found that the manufacturer had sold nearly twice as much Cider Vinegar as he could possibly produce with the quantity of apples pressed, and so on.

Feeling that there was something a trifle mysterious about all this, the food inspector inspected the plant, but failed to find a sign of Distilled Vinegar or acetic acid, which might have been used as an adulterant. So he visited the office and looked through the letter files. He knew that the firm name of one of the largest manufacturers of Distilled Vinegar and acetic acid in the United States began with a "C". And so he looked through the "C" files.

Now remember--- Distilled Vinegar and acetic acid are perfectly legitimate products. They have their value. They can be sold. They are all right in their way. But a man labeling his vinegar Apple, or Cider, or Wine Vinegar cannot legally adulterate it with something that never say apples or cider or wine.

Well, to make a long story short, our inspector found a bill of lading fo 100 barrels of commercial acetic acid received by the manufacturer of the so-called Cider Vinegar. He located some of this acetic acid in a warehouse, carefully hidden under a pile of empty vinegar barrels. Then began a search throughout the United States for all of the Cider-Vinegar product which this firm had shipped. Plenty of it was found--- examined chemically--- and discovered clearly to be adulterated with commercial acetic acid.

The case was taken to court. The Government contended that a vinegar labeled PURE APPLE CIDER VINEGAR should not be adulterated with commercial acetic acid. All court actions taken in the case were won by the Government. Over 13 thousand gallons of products labeled Pure Apple Cider Vinegar and adulterated with commercial acetic acid were condemned and seized.

The gentleman in the back seat arises to ask if such a seizure is very important. The answer is, It is. And I'll tell you why--- With figures---

One hundred barrels of commercial acetic acid equal 5000 gallons. Eighty-per-cent commercial acetic acid is 20 times as strong as vinegar. We have, then, the acid strength of 100 thousand gallons of vinegar in the 100 barrels of acetic acid. If added to Apple Cider Vinegar, after dilution to proper acid strength in the extent of 20 per cent, we have the material in those 100 barrels of acetic acid to adulterate half a million gallons of Cider Vinegar.

Now remember that we have the acid strength of 100 thousand gallons of vinegar in 100 barrels of acetic acid. And remember, further, that it takes about 16 to pounds of apples to produce a gallon of vinegar. Putting it all together, we find that those 100 barrels of acetic acid were the vinegar equivalent of more than 33 thousand bushels of apples. But there was in those 100 barrels of acetic acid, the material to adulterate half a million gallons of Cider Vinegar. There's quite a lot of money tied up in half a million gallons of Cider Vinegar. And you can figure out for yourselves how many bushels of apples, produced by a hard-working fruit grower, were cheated out of a perfectly legitimate market by this chemical substitution, this vinegar swindle. The Food and Drugs Act, you know, is designed to protect and benefit the farmer as producer, the manufacturer as producer, as well as the general public as consumer. And the man who was guilty of this vinegar swindle I'm talking about went out of business vowing to shoot on sight the inspector who uncovered it. But the inspector has not been perforated and is going about his daily business of safeguarding the foods and drugs of the United States in the usual way.

Vinegar manufacturers--- in common with the manufacturers of other foods in this country--- are, for the most part, honest and reliable. But if it were not for a few who need watching, we wouldn't need the pure foods laws at all. And we need the pure foods laws--- and we have them--- and you can help the officials, Federal, State, and city, who are enforcing them if you will carefully read the labels on foods before you buy.

So that brings us down to the different kinds of vinegars and how they should be labeled.

The standard strength for all vinegar is 4 per cent acetic acid. Cider Vinegar or Apple vinegar is a product made by the alcoholic and acetous fermentations of the juice of apples. Wine or Grape Vinegar is made in a similar way from the juice of grapes. Malt Vinegar is a product made by the alcoholic and acetous fermentations--- without distillation--- of an infusion of barley malt or cereals whose starch has been converted by malt. Sugar Vinegar is a product made by the alcoholic and acetous fermentations of solutions of sugar, sirup, molasses, or refiners' sirup. Glucose or Corn Sugar Vinegar is a produc made in like fashion from solutions of starch sugar or glucose. Spirit, or Distilled, or Grain, or White Vinegar is a product made by the acetous fermentation of dilute distilled alcohol. Evaporated Apple or Dried Apple Vinegar is a product made by the alcohol and acetous fermentations of an infusion of dried apples.

When the product is labeled with the word Vinegar alone, it is Cider Vinegar or Apple Vinegar.

Now you may find mixtures of these vinegars on the market. In such cases, however, the labels on the bottle will tell you what these mixtures are and, if any artificial color has been added, the label will tell you that. Many labels will declare vinegar to have been reduced with water to 4 per cent acidity. This simply means that the product has been standardized to a definite acid strength of 4 per cent. This is considered a proper and desirable acidity for table use. Reduced vinegar should--- and does--- sell for a lower price than full-strength vinegar that has not been reduced.

I believe that more and more housewives are learning how to read labels intelligently before they buy. A tip to husbands--- Intelligent label-reading will help to give you the reputation of being a good provider. There's another angle to this label-reading business that I don't think has been empha-

sized enough. And that's the angle of the manufacturer himself. As I said before, the big majority of them are honest and reliable. When you read the labels on foods and drugs, you help to keep the honest and reliable manufacturer in business to serve you. And you make him feel that it's good business to put more information, and more accurate information, on his labels. It's a 2-way proposition. It helps you. And it helps the manufacturer.

The Food and Drug Administration is eager to furnish you timely label-reading information. Write for it--- either to this radio Station, or direct to the Food and Drug Administration, U. S. Department of Agriculture, Washington, D. C.

--ooOoo--

ANNOUNCEMENT: You have just heard the latest service talk by the Veteran Inspector. He is a representative of the U. S. Department of Agriculture at Station____. His talks, billed as UNCLE SAM AT YOUR SERVICE, are broadcast by this Station each Monday and you are all invited to hear the next one. And all those that follow.

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UNCLE SAM AT YOUR SERVICE

Monday, September 15, 1930.

NOT FOR PUBLICATION

SPEAKING TIME: 10 minutes.

ANNOUNCEMENT: Freckle-removers....Ambition pills....Table salt that sold for $15,000 a pound! That's the summary of what the Veteran Inspector is going to tell you about in his UNCLE SAM AT YOUR SERVICE talk today. The Inspector is a radio representative of the United States Department of Agriculture at Station_____. His Service talk comes each Monday. And now let's hear the latest one. Mr. Inspector---

---ooOoo---

I still chuckle when I think of a story a friend told me the other day and which illustrates, in a friendly way, what comfort most of us get out of words, or claims, or even hearsay.

It seems that it was necessary, for taxation purposes, to decide on which side of the Canadian and United States border a farm, which an elderly lady had just purchased, lay. The surveyors finally announced that the farm was just barely over the border, on the United States side.

The lady smiled with relief.

"I am so glad to know that," she said. "I've heard that the winters in Canada are often terribly severe."

I laugh at that--- and then remember how I used to be touched by the claims that certain manufacturers of pills, or nostrums, or medicines make. I have learned, of course, to discount a lot of rash advertising of claims of such bear-oil products. There are plenty of good medicines, honestly labeled, on the market. But the competition set up by the kind I am going to illustrate today is not fair to the honest manufacturer and it's not fair to the public. I'm going to illustrate my case by telling you about so-called freckle-removers and so-called ambition pills and a kind of table salt that sold at more than 15 thousand dollars a pound.

Every man wants to remain young, strong, and virile and most men would gladly pay a good price for the privilege if they knew the miracle could take place. And there are plenty of men who are perfectly willing to buy a drug or a medicine or a pill that claims to make one young and virile again. And that brings into the picture a certain shameless group of would be money-makers who wished to exploit this natural desire through the sale of a class of drug products that I am going to call AMBITION PILLS.

Once upon a time, I was investigating a soft-drink manufacturer. While in his plant, I discovered a locked room. I insisted upon visiting

this locked room and in there I found a large quantity of small packages of pills labeled in a vile manner to appeal to the depraved or the ignorant. There wasn't a single statement on the labels that had a particle of truth in it. I became suspicious--- took some of the pills to the laboratory--- and had an expert chemist examine them and analyze them. He discovered the pills to be practically inert and to have no value whatever for the purposes for which they were sold. In a very short time, the proprietor of this business was brought before a Federal Judge and tried under the Food and Drugs Act which he had clearly violated. He plead guilty and justice was meted out to him.

I then started to run down other products of a similar nature and found a surprising number of them on the market. Prosecutions were brought--- seizures were made--- and I don't know of a single case in which a manufacturer of this class of products contested the case in court. They all entered pleas of guilty. I don't believe that there are any of these misbranded and worthless products left on the market today. Thus has your Federal Food and Drugs Act put a stop to the sale of another class of fraudulent and useless preparations.

Freckle removers are quite different from ambition pills, but they, too, appeal to certain kinds of people who want, in a way, to gild the lily or to take a hand with nature. Now a boy with freckles might win a contest and shake hands with a governor or some one and tell the great radio audience that he owed his success to his mother. But our young ladies--- who think nothing of roasting their shoulders down to the bathing-suit line--- do not consider freckles a mark of beauty. And when girls who have freckles want to get rid of freckles you're going to have some one come forward with something claiming to remove freckles. It's perfectly natural, and the Food and Drug Administration has had the duty of investigating several so-called freckle-removers. But Uncle Sam's investigators went into the job knowing that preparations which would have any real effect in removing freckles might remove skin at the same time and might contain dangerous substances. The Federal drugs officials found several such preparations on the market. They went under such euphonious names as freckle-removers and freckle-eaters. They were also labeled HARMLESS. Chemical examination of many of them showed that they were composed, in large part, of a chemical called AMMONIATED MERCURY--- which is harmful to the skin.

In other words, these freckle preparations weren't HARMLESS at all. And so the Food and Drugs Act was invoked--- cases were instituted on the grounds that labeling them as harmless was false--- and the cases were successfully maintained in the courts. And this class of products is no longer labeled harmless.

Now for my final story--- the account of the sale of common table salt at 15 thousand dollars a pound. That is a fact, believe it or not. Of course, the salt was not sold as salt. It was sold as NEOSALVARSAN--- a specific for a certain disease--- and this is how it happened.

Early in the World War, Neosalvarsan, a German-manufactured product, became extremely scarce in this country. Neosalvarsan is a complex arsenic preparation. Because of this scarcity, the price of the genuine product rose

steadily until a single ampul---containing about 1/30th of an ounce--- had a market value of thirty dollars. At this rate, the stuff would sell for about 15 thousand dollars a pound. Now when circumstances such as these arise, when the prices of foods or drugs mount sharply because of scarcity, the Government food and drug agents are especially careful to check the composition of products found in the channels of trade and which are so affected by trade conditions. We have learned that such circumstances often lead to adulteration. Well, in the case I'm telling about, this chemical check-up revealed that in a few of our larger cities there were stocks of what appeared to be original Neosalvarsan ampuls. They were labeled with what appeared to be original German-manufactured Neosalvarsan labels. But these packages contained yellow-colored table salt, instead of genuine Neosalvarsan.

Question the dealer. Run the spurious stuff to earth. Find the manufacturer.

Federal agents questioned the dealers and almost all of them told the same story. A man--- sometimes it was a woman--- had called and said that he, or she, had a friend who had smuggled genuine German Neosalvarsan from Germany, through Switzerland. The friend had asked for help in selling it. Upon examination, the packages looked real enough. The Food and Drug Administration continued quietly at work. . . .

The work produced results. The maker of the glass ampuls was located in Chicago. The printer who ran off the fake labels was found in Indianapolis. And these men gave the Government agents a complete description of the man higher up, the master-mind directing this swindle. There was a woman in the case. The buyers of the fake Neosalvarsan described her, too. At one time, these two had stopped at a hotel in St. Louis. A maid at the hotel remembered the pair. She had taken a look into their baggage and had seen thousands of little, funny-looking glass bottles, as she called them. But the birds had flown. They had been gone nearly two weeks. The hotel clerk did not know where they had gone, but he knew the express company that had handled their trunks. The express company had a record of where the trunks had gone. The trunks had gone to Tulsa, Oklahoma. And the chase began--- continued. Tulsa. Oklahoma City. Dallas, Texas--- and the Government officials carefully planned the arrest. These two criminals were doing so much irreparable harm that the Government was taking no chances. At last, the pair were placed behind the bars. They were tried--- and sent to the penitentiary for conspiracy to violate the Food and Drugs Act.

The scheme had been planned and the spurious Neosalvarsan had been prepared in a retail drug store in a city in the Mid-West, by a one-time drug clerk. He had employed his lady friend to help him dispose of the goods. If they had not been caught early in the game, they would have flooded the country with fake Neosalvarsan. Not only was the stuff they were selling absolutely worthless as a medicine--- not only was the stuff a fraud--- but persons using it would get no benefit. They would not be benefitted and, being deprived of genuine Neosalvarsan, might, and probably would, develop blindness or locomotor ataxia.

I have told you three stories today--- all absolutely true. They illustrate, in different ways, how officials of the Food and Drug Administration, enforcing the nation's Food and Drugs Act, work to protect and safeguard our drug supply. There is plenty of action in this work. Nearly 17 thousand completed court cases, reported as Notices of Judgment, represent the cold record. . . .

--ooOoo--

ANNOUNCEMENT: Our friend, the Veteran Inspector, who just finished talking, goes on the air from Station_____ each Monday with a new account of how the Federal Food and Drugs Act is enforced. His talks are broadcast through the cooperation of the United States Department of Agriculture. You may hear him again next Monday.

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UNCLE SAM AT YOUR SERVICE. RELEASE: Monday, September 22, 1930.

NOT FOR PUBLICATION

SPEAKING TIME: 9 minutes.

ANNOUNCEMENT: Jelly-making time....And jam- and preserve-making time.... And so our friend, the Veteran Inspector, United States Department of Agriculture representative at Station _____, is going to tell us about jams and jellies, past and present. With pointers on reading the label. His talk comes as this week's regular UNCLE SAM AT YOUR SERVICE program. And now let's hear from the Inspector---

--ooOoo--

When I had decided to talk to you about jams and jellies and preserves today, I went to a lady I know and put the question up to her. I wanted to get her slant on the subject. And I wanted to get what the reporters call a lead . . . .

"Let us say," I said to the lady, "that you have gone to a store and asked for a bottle or a can of a certain kind of jam. We will say that you are not a very experienced jam buyer. Now, of course, you can't open the can or the bottle and sample the contents. Just what would you be most interested in knowing about that jam you are going to buy?"

The lady did not hesitate---

"I would want to know if that jam was as good as home-made jam," she said. "I would want to know if it was as good as I could make myself."

I smiled---and I do think that the lady just about hit the nail on the head. While I have often thought that what we call home-cooking is frequently over-rated and over-praised, I also think that a woman making jam will not deliberately adulterate her jam, nor use inferior fruit and sugar if she can help it, nor do other things that she knows would result in a poor product. Even in these days when so many of us literally eat from cans and over the counter, there's still plenty of evidence to show that the pride a woman takes in her cooking is not lost. I am a man and I have never made jam. But I have eaten plenty of it since the day I tumbled off the chair in the pantry while trying to reach the jar on the top shelf. And I have seen plenty of it made in factories, and examined it, and checked up on it in my office as a Federal foods inspector. And now I want to tell you what I have learned---and then give you some read-the-label pointers that should help you when you buy jam or jelly or preserves at the store. . . .

Three definitions first---

Under the Food and Drugs Act, fruit jelly is defined as the semi-solid, gelatinous product made by concentrating to a suitable consistency the strained juice or strained water extract from fresh fruit, from frozen fruit, from canned fruit, or from a mixture of two or more of them, with sugar.

Fruit preserve or fruit jam is the product made by cooking to a suitable consistency fresh fruit, frozen fruit, canned fruit, or mixtures of them, with sugar or with sugar and water. Not less than 45 pounds of fruit may be used to each 55 pounds of sugar. Where the fruit is whole or in relatively large pieces, the product is generally called a preserve. If gluecose is substituted for sugar, the product must be labeled as a gluecose or corn sirup fruit jelly or preserve.

Fruit butters are generally made from fruit juice together with properly prepared fruit with or without the addition of sugar and spices or vinegar. The product is evaporated to a semi-solid mass and goes under the name of the fruit used.

That's the way the Federal pure-foods officials define fruit jelly, jams, preserves, and butters. Most of the fruit products mentioned, now on the market, are of excellent quality. Most of them meet the pure foods laws as to manufacture and labeling. But I have seen a product labeled BLACKBERRY JAM which was made from timothy seed, apple juice, artificial color and flavor, and some acid. And, years ago, what I saw in the jam and jelly business would have given a discriminating person an anti-jam complex for the rest of his life. In those days more than one manufacturer used foreign seeds to give the material a natural appearance. And plenty of commercial jam and jelly makers used inferior, if not decayed, fruit. When you go to the store for jam or jelly today, the chances are you'll get what you ask and pay for---if you read the label! But it has taken eternal vigilance on the part of the Food and Drug Administration and city and State food officials, and many prosecutions under the Food and Drugs Act, to bring this thing about.

It was in 1922 when the Government started the clean-up campaign. Numerous seizures of jams, jellies, and preserves were made. Of the products seized, a good many were short weight. Some were little but pectin solutions. Some contained artificial flavor---some artificial color. Almost all of them contained an added acid. Some were made from inferior fruit. Some from practically no fruit at all. But the jam which these manufacturers of adulterated and faked fruit products got into had a healthy effect on the business as a whole. It encouraged the maker of an honest product and it restored the faith of the buyer, always so important to business. And so we find on the market today an almost uniformly

wholesome and honest supply of jams, jellies, and preserves. And about all the buyer has to do is to read the label to find out JUST WHAT TYPE of product he is getting. Because, you know, there are jams and jams.

For example, we have compounds. A compound contains between 25 and 45 parts of fruit, usually 25, to each 55 parts of sugar, and rather large quantities of pectin solution. Pectin has little if any food value, but it does allow the addition of water and thereby stretches the fruit. And so compounds of this kind are required to be labeled in some such way as this: COMPOUND PECTIN, SUGAR AND STRAWBERRY (or other fruit) PRESERVE (or jam) PREPARED FROM 20 PER CENT PECTIN SOLUTION, 55 PER CENT SUGAR AND 25 PER CENT STRAWBERRY (or other fruit). If you want a compound. why there it is. But don't take a compound when you want a genuine preserve or jam and when you are paying for the genuine article. You'll know the difference if you read the label.

Now, for the imitation products. Jams and preserves which contain less than 25 parts of fruit to each 55 parts of sugar---the balance being made up with pectin solution--- and either with or without added color and flavor, are imitation. The compounds which I just described are imitations if they are colored artificially.

If you will read the label carefully, you'll find that these imitations are labeled as imitations. They'll contain a statement of the ingredients used. After you know this, you can decide whether or not you want them at the price asked.

Occasionally, you'll find the words, PECTIN ADDED, on jelly labels. This means that the manufacturer has added a small quantity of pectin because of a deficiency of that substance in the fruit used. The Government does not object to this, provided the jelly contains the full amount of fruit juice.

If you find, for illustration, a jelly labeled PECTIN-CURRANT JELLY, it means a material quantity of fruit juice has been displaced by pectin solution. It should sell for less than a genuine currant jelly.

Jellies that bear the names of two fruits--- APPLE AND STRAWBERRY, for example--- contain juice from both fruits, the one named first contributing most.

You may find products labeled IMITATION JELLY. The ingredients of such jellies are required to be stated on the label. Most imitation jelly goes to bakers and confectioners.

The words, ADDED ACID, or FRUIT ACID ADDED, on the label mean that the manufacturer has added a harmless organic acid. The main object in adding acid is to give the product consistency and tartness.

So, when you go to the store, I don't know whether you'll get a jam or a jelly or a preserve as good as the home-made product. That depends entirely on who is doing the cooking. But if you will use your label-reading information, and buy accordingly, you can be assured of getting a wholesome product, honestly made and honestly labeled. Why don't those of you who have not already done so, write in for the label-reading information which the Government has for you?

--ooOoo--

ANNOUNCEMENT: That concludes the Veteran Inspector's Service talk for today. He told me to tell you that you can get that free label-reading information by writing him in care of Station_____. Or, you can direct your requests to the Food and Drug Administration, U. S. Department of Agriculture, Washington, D. C.

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UNCLE SAM AT YOUR SERVICE. Monday, September 29, 1930

NOT FOR PUBLICATION

SPEAKING TIME: 10 minutes.

ANNOUNCEMENT: And now we're going to hear another of the Veteran Inspector's UNCLE SAM AT YOUR SERVICE talks. Just now, the Inspector is specializing on how to read the label on foods and drugs. And taking mustard as his cue today, he's going right on giving you practical pointers. By the way, the Inspector asked me to remind you that if you want more information on how to read labels, you can get it by writing him in care of Station_____ or by addressing your request to the United States Department of Agriculture, Washington, D. C.

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They grow in China a yellow rape seed, sometimes called cabbage seed. It looks like yellow mustard seed. But it is not mustard seed. It is not even used as food, but is pressed for its oil content. It is the same size, not quite so pungent to taste as Chinese or Japanese mustard seed, and contains none of the oil of mustard which provides the flavor of the mustard we put on our hot-dogs. And thereby, as the flowery writers say, hangs a tale---

A tale which illustrates an interesting adventure in protecting the food supply of the American people---

You may not know it, but before the World War we got most of the mustard seed used in ground or prepared mustard from Russia. During the War, that source of supply was shut off. But we still wanted mustard and, supply and demand being what they are, prices for mustard rose. Prices rose, I say, and a search of world markets failed to reveal a supply of mustard seed large enough to meet the demands of our trade. This may seem funny to you since there are over 85 varieties of mustard seed. But it's true.

Now this Chinese yellow rape seed would hull and grind like mustard. And, since the available mustard supply was daily decreasing, and the price increasing, a certain importer saw a great light. He contracted for hundreds of tons of this rape seed at a ridiculously low price, put it on a boat, and shipped it to the United States. And in this country, it brought 6 or 7 cents a pound to the importer. It was easy enough for the importer to sell his Chinese rape seed, under the name of CHINESE MUSTARD SEED, once a manufacturer became convinced that here was a new mustard seed available in quantity. I have an idea that that importer had visions of a fleet of automobiles and yacht trips around the world and estates in all the fashionable places.

Now this importer was clever. He knew just how rigid an inspection all imported food and drug products have to go through at the ports, by

Federal pure foods officials. If he hadn't known, any foreign exporter of foods and drugs into this country could have told him. But he knew and he realized that his scheme would fail before it got started if he tried to import that Chinese rape seed as mustard seed. He made no such mistake. He imported it as rape seed, CHINESE YELLOW RAPE SEED, and cleared it through the Custom House as such. But when it was removed from dock to warehouse, it magically changed from rape to mustard seed and the instructions to the warehouse were in terms of mustard seed.

Our clever importer also shipped this rape seed from his warehouses to different parts of the United States as mustard seed. This is, of course, in violation of the Federal Food and Drugs Act and it wasn't long before the Government inspectors were on his trial. It really wasn't so hard to detect. So many sacks of MUSTARD seed were being shipped by rail from ports where such and such quantity of RAPE seed had been received. A friend of mine was assigned the job of checking up on this queer state of affairs.

He got busy and, after a week or two, the importer began to get telegrams advising him of numerous seizures of his so-called mustard seed at different mustard manufacturing plants throughout the United States. Not all of the mustard manufacturers were fooled, of course. Some of them had seen through the thing and had bought the rape seed as rape seed, but were going to sell it as mustard.

Well, one thing led to another, and pretty soon a representative of the rape-seed importer was in Chicago trying to convince a not-too-skeptical jury that rape seed is mustard seed and that the pure foods officials were wrong. The jury came from many walks of life, none of which require a knowledge of mustard seed as an essential to success. The jury did not know about the more than 85 varieties of mustard seed. But they soon found out that the food and drug authorities who were prosecuting the case did know CABBAGE seed. And this is how they found out---

A food official appeared in court with bandages, or poultices, on each arm. He swore under oath that on one arm was a real mustard plaster--- on the other, a plaster prepared from the Chinese rape seed. This was easily proved. Then they took the bandages off. The real mustard plaster had made his arm red and raw, as mustard plasters will. But the rape-seed plaster had done nothing whatever to the arm. This convinced the jury, most of whom had tried mustard plasters.

Well, the cases were finally settled by confessions of judgment in all instances and the product later went to the oil-pressing plants. It was not used as a garnish on your picnic sandwiches--- it was not used to make the hot-dog more exciting. But if this importer had not been detected by alert enforcers of the pure foods law, he might rather easily have adulterated most of the mustard jars in the country at that time.

Mustard is a common, rather humble thing. But it adds a lot to the joys of eating. And, somehow, I'm a stickler for getting what I pay for, whether it's mustard or mustangs I am buying. I've been at this job of food and drug inspector more than 20 years and you can't stay at a thing that long

without learning something about it. And so, since mustard is our subject today, let me add to your label-reading information by telling you how to read the labels on this food product.

Let's lead off with a couple of questions. What is mustard flour? What is ground mustard? What is prepared mustard. Never mind the answers. I'll tell you. Remember that all mustard products come from the seed and that there are three general classes of seed; white seed, black seed, and seed of intermediate colors, shading from yellow to brown to red. The value of mustard as a condiment depends on its content of volatile oil or other pungent principle. In the black variety, there must be six-tenths of one per cent volatile mustard oil present to comply with the standard.

Now, four simple definitions that will help you to read the label intelligently---

Ground mustard seed, or mustard meal, is unbolted ground mustard seed and should conform to all standards for mustard seed.

Mustard cake is ground mustard seed or meal from which part of the oil has been taken.

Mustard flour, or ground mustard, or just plain mustard as you buy it, is the powder made from mustard seed after the hulls have largely been removed. Sometimes a portion of the fixed oil has been removed, but not always.

Prepared mustard, such as "Old English Style" or "Dutch Style" or "French Style", are pastes composed of a mixture of ground mustard seed or mustard flour or cake, with salt, a vinegar, and with or without sugar, spices, or other condiments. Under the food standards, mustard bran or starch or vegetable gums must not be added.

A certain spice, called turmeric, is sometimes added to prepared mustards. But if it is present, it will be declared on the label. Strangely enough, while turmeric is added to give the mustard a yellow shade, it actually does not closely simulate the pure mustard color.

By the way, did you ever notice those prepared-mustard labels which read Mustard and Mustard Bran? Well, it hasn't been such a long time since the bran wasn't declared on the label. The bran has no value as a condiment, but it makes a good filler and if you are buying a jar of Prepared Mustard and Mustard Bran you should expect to pay less for it than for a jar of Prepared Mustard. It was only a couple of years ago that the Food and Drug Administration convicted what we believe was the last of the large manufacturers who were putting mustard hulls or bran into their prepared mustard. It was hard to pin this concern down. This concern was making money and hired a clever lawyer. This concern had had the services of certain chemists and, apparently, thought it could confuse the jury in the case by introducing certain chemical evidence. But a photograph of a microscopic slide of the mustard showed mustard bran to be present in the so-called prepared mustard the concern was turning out. And the court held this adulteration, under the Food and Drugs Act, to be a rather serious offense and the concern was fined accordingly.

Some mustard manufacturers also make an imitation mustard which, as a rule, contains some mustard seed, mustard bran perhaps, and starch or a gum. They color this artificially and it looks like a good prepared mustard. But they always sell this under a label that makes it clear that the product is an imitation and they always declare the ingredients of the product on the label. They are forced to do this by law--- the law is for the buyer's protection as well as for the manufacturer's. And if you read your label, you won't get the imitation when you want the genuine.

After all, we are mostly buying on faith. We can't see the inside of the package--- we can't measure the contents with our eyes--- and even when we can see the contents of a bottle or a jar, we can't always judge its quality. But our faith is usually justified. More than 20 years' enforcement of the pure foods law has taken most of the sting out of day-by-day buying so far as foods and drugs are concerned.

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ANNOUNCEMENT: That was another of the Veteran Inspector's SERVICE talks you just heard. In cooperation with the U. S. Department of Agriculture, Station _____ broadcasts his talks each Monday. He will have more information on foods and drugs, more true stories to tell, next Monday.